

PREJUDICE IN AYMAN JAMAL'S *BILAL: A NEW BREED OF HERO* (2015) FILM

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ABSTRACT

Prejudice is the common phenomena in our daily activity where people do not realize that they are prejudicing others. This often happens due to differences in the diversity that exist in society. People usually construct a stereotype for good or bad about individual or group. As a reflection of the real life, several films also contain the phenomenon of prejudice and one of them is *Bilal: A New Breed of Hero*. This research aims to analyze the prejudice contained in *Bilal: A New Breed of Hero* and also the characters struggle for freedom. This research was conducted by using a descriptive method and qualitative approach. In this research, researcher took data from the conversations of characters in the film. The results of this research show that there are fourteen data which are indicated as prejudice and four characterizations struggle aimed for freedom. In this study, there are five types of prejudice, namely antilocution, avoidance, discrimination, physical attack and extermination. The data obtained to examine character struggles only reached four of the five analyzes.

Keywords: prejudice, film, negative action, struggle

ABSTRAK

Prasangka adalah fenomena umum dalam aktivitas kita sehari-hari di mana orang tidak menyadari bahwa mereka merugikan orang lain. Hal ini sering terjadi karena perbedaan keberagaman yang ada di masyarakat. Orang biasanya membangun stereotip tentang baik atau buruk tentang individu atau kelompok. Sebagai refleksi dari kehidupan nyata, beberapa film juga memuat fenomena prasangka salah satunya Bilal: A New Breed of Hero. Penelitian ini bertujuan untuk menganalisis prasangka buruk yang terkandung dalam Bilal: A New Breed of Hero dan juga perjuangan karakter untuk kebebasan. Penelitian ini dilakukan dengan menggunakan metode deskriptif dan pendekatan kualitatif. Dalam penelitian ini peneliti mengambil data dari percakapan para tokoh dalam film tersebut. Hasil penelitian menunjukkan terdapat empat belas data yang terindikasi prasangka dan empat karakterisasi perjuangan kebebasan. Dalam penelitian ini terdapat lima jenis prasangka, yaitu antilokusi, penghindaran, diskriminasi, serangan fisik, dan pemusnahan. Data yang

diperoleh untuk meneliti perjuangan karakter hanya mencapai empat dari lima analisis.

Kata kunci: *prasangka, film, aksi negatif, perjuangan*

A. INTRODUCTION

In social life, people often experience undesirable judgment and treatment by other people or groups. For instance, a black person may be avoided or rejected by an individual or a group. It is because those people have an assumption that all black people are smelly and rough. An erroneous belief (that is generalized toward a whole member of a group) and a hostile attitude performed by other groups will surely damage the dignity and reputation towards the disliked group. This phenomenon in the study according to Gordon Allport is called as prejudice (10).

Prejudice frequently occurs in a multicultural society between one and another group. In multicultural society, people or groups should be able to live together in harmony, respect and recognized each other in terms of ethnicity, racial, and religious differences. Any dominant or majority group also should not discriminate or give different treatment between one group and another group. All human being must be treated and recognized equally and fairly. Phenomena of prejudice in real life sometimes inspire the researcher in a work of literature.

There are two types of work of literature, namely fiction and non-fiction. Fictional works are stories written based on the imagination of the author and contain imaginary stories. Fiction work can be stories that are not based on the real events. Non-fiction works are the stories that contain facts based on actual events.

Furthermore, literary works consist of some types namely poetry, prose, and drama. Along with the development of the times, literary does not only refer to the results of human thought in the form of writing but also in the form of a combination of images and sounds, for example is a film. Technological developments also bring the impacts and progress in the field of literature, so that literature does not only refer to prose, poetry, and drama but also film.

Danesi said film is the text contains a series of photographic images that lead to the illusion of movement and action in real life (134). It means that film is a new style for people to enjoy artwork while utilizing increasingly technological sophistication development. Film is produced by recording images from the world by using cameras, or by creating image with animation technique (Famela 112). By combining images and sounds, film can describe events and convey the author's ideals. People can see film in the cinema or television. Film's purpose is to inform something to people to tell the story, to educate people also used as an entertainment. Film also has many genres such as animated film or action, cartoon, horror, drama, comedy and romance. These genres can lead people to feel sad, happy, scared or feel another sense after watching the film.

Therefore, the researcher takes a film as the object of this research. The title is *Bilal: A New Breed Hero* film. The researcher chooses this film because the film

nominated for the 'Best Animated Feature Film' Asia Pacific Screen Awards (APSA) 2016. Not only that, '*Bilal: A New Breed of Hero*' film also aired at the United National Headquarters in New York, USA on March 2017. '*Bilal: A New Breed of Hero*' film also became part of the '100 Best Animated Feature Films of All Times' and 'Top of 2018 List of Animated Films' on IMDb.

Bilal: A New Breed Hero film departs from the true story of a seven-year-old boy who aspires to become a knight. However, as children Bilal and his sister are going kidnapped from their village and sold as slaves. From there, Bilal was knocked out of a world full of cruelty and injustice. Despite experiencing various problems of life, Bilal also found strength from himself to guide his life path. *Bilal: A New Breed of Hero* is a film adapted from a former Arabic film (*Ar Risalah film*). It is very popular among Muslims around the world so that the film producer Ayman Jamal published it using English dubbing and made through an animation.

In short, this research employs Gordon Allport's theory of 'Prejudice' to analyze the forms of prejudice which are expressed in negative actions. Leyens said prejudice is corresponds to cognitive beliefs, affects, and discriminatory behaviors towards members of a group on account of their membership to this group (119). The researcher chooses *Bilal : A New Breed Hero* film because the film indicates some forms of negative action. With this writing, the researcher hopes that the reader could be more aware and understand profoundly about what prejudice is and how intense prejudicial attitude could drive individual to do such negative actions.

B. RELATED LITERATURE

1. Character

A character is someone in literary work who has some sort identity (it does not need to be a strong on), an identity which is made up by appearance, conservation, action, name and possibly thoughts going in the head (Richard 127). Robert also said character is an imaginary person that lives in a literary work. Literary character may be major or minor, static or dynamic.

2. Characterization

In terms of characterization, Jones (84) says that characterization is a vivid imaginary depiction of a person: He goes on to say about characterizations thus:

"There are two characterization methods: Drama and Analytics. In dramas we form our opinions about characters by what they do and say, from their environment, and from what other characters think of them. In the analytical method, the writer comments on the characters that explain their motives, appearance, and thoughts."

For a character to appear with certain traits, the literary technique used is called

as characterization. There are many ways to know characterization's analysis in the film. Joseph (50-54) said there are five types of characterization can be understood through several ways:

a. Characterization through Appearance

The look of the character and kind of clothes the character wears are usually the main aspects in characterization. These aspects can be displayed with one of *mise-en-scene* (is a French word with literal meaning putting into the scene). The techniques use to arrange everything in the film in order to make meaningful frames or shot. The aspects of *mise-en-scene* are lighting, setting, color, costume, and make-up and behavior of figures (Joseph 50).

b. Characterization through Dialogue

In the film, the characters expose themselves by the action and the manner they talk with. The words choice, the tone, the stress of voice =s express their minds, attitudes and emotions virtually. Furthermore, the use of grammar, structure of sentence, vocabulary, and certain dialect may reveal social economy level of the character, educational background, and the mental processes (Joseph 51).

c. Characterization through External Action

The characters in the film are instruments of establishing the plot. They have main purpose in the story. Therefore, they will do everything to achieve it. These actions are called motivates which reveal their personalities. It means that the personalities will decide how the character acts to gain their purpose (Joseph 52).

d. Characterization through Internal Action

Internal action is the character's mind and emotion that contain secrets, unspoken thoughts, daydreams, aspirations, memories, fears, and fantasies. All of them appear usually in the film (Joseph 53).

e. Characterization through Other Character

The characterization of the character can be observer by the point of view from other characters. Sometimes at the beginning of scene has already demonstrated information about the characterization (Joseph 54).

3. Prejudice

Prejudice is often defined as false or unjustified negative judgments about members of a group. However, such a definition experience conceptual difficulties because of problems in determining whether social judgments are wrong or different from reality. In contrast, prejudice is defined here simply as negative attitudes, emotions, or behavior towards members of a group because of their membership in that group (Rupert 14).

4. Prejudice in Negative Action

Gordon Allport said on his book "*The Nature of Prejudice*" Prejudice has various kinds (positive and negative) and one of the prejudice on negative action. This erroneous belief that drives prejudiced bearer to do such negative action. As Allport

said in his book “without some generalized belief concerning a group as a whole, a hostile attitude could not long be sustained” (Allport 13). Meanwhile, The negative attitude, tends somehow, somewhere express itself in negative actions which has various form, including antilocution, avoidance, discrimination, physical attacks and extermination. Here are the degree of negative action according Allport:

a. Antilocution

Antilocution is an action of prejudice expressing the nature of their antagonism towards individual or group victims. in this action, the bearer of prejudice can attack with his friends even with people who are not yet known (Allport 14).

b. Avoidance

Avoidance is action when victims of prejudice avoid unwanted group members. In this case, the victim chooses to retreat or stay away from the group that does not like it so as not to be extended (Allport 14).

c. Discrimination

Discrimination is a treatment that discriminates or even harms a person or group. Discrimination is also a prejudice for individuals or groups to separate a person from his group (Allport 14).

d. Physical Attack

Physical attacks are actions carried out by people who deliver prejudice through not only speech but also carry out the acts of violence (which cause physical contact that can hurt the victim) (Allport 15).

e. Extermination

Extermination is the culmination of a negative action. usually this action not only leads to get rid of individuals or groups that are not liked, but immediately kill without mercy (Allport 15).

C. RESEARCH METHOD

1. Research Design

The definition qualitative research can be constructed as a research strategy that usually emphasizes words rather quantification in the collection and analysis of data and that predominantly emphasizes an inductive approach to the relationship between theory and research. From the definition and explanation above, the meaning of qualitative research is analysis about human and all the things that correlate, and the result of the data from qualitative research presented in forms of words and pictures rather than the numerical data (Bryman 269).

2. Data and Data Sources

The data from this research consists of events that contain of prejudice value from the film. The main data source for this research is from *Bilal: A New Breed Hero* film

which is written by Ayman Jamal. The data also got from screenshots from the scenes and got from the conversations in the film.

3. Data Collection

In order to collect the data, the researcher observed the data and data sources, it described by words and screenshots from the film scenes in order to get better understanding of the data. The steps of observed the data source are:

- 1) The researcher watched the film several times and then focus on the data support the research.
- 2) Observed carefully, the researcher focused on every conversation and words that used to be topic analysis.
- 3) Took notes the important information data that indicated prejudice about negative action issue.

4. Data Analysis

In the process of analysis, there are five steps taken by the researcher to examine the data:

- 1) The researcher has to get to know more about the data. The understanding of the researcher to the data is effecting how good the analysis, so the researcher should watch, read and re-read the script until fully understand.
- 2) The researcher focuses on analyzing and reviewing the key questions on research questions.
- 3) After watching, reading, and re-reading until fully understand, it is time to categorize the dialogue, and screenshots the scenes from the film that related with research questions and prejudice in negative action.
- 4) The next is to identify all the patterns and connections between information on the note and highlight every single data related with prejudice in negative action.
- 5) Last step is by interpreting and bringing it all together, linking every single data that relate with the theory, and using the theories concept that used on this research to find research questions answers. (Ellen Taylor-Powell and Marcus Renner: 2-5).

D. FINDING AND DISCUSSION

1. Categories of Prejudice in *Bilal: a New Breed of Hero* Film

a. Antilocution

Utterance can be categorized as an antilocution category if the utterance contains the action in an antagonism expression. Antilocution also encourages victim's thoughts that something that is said by the perpetrators of prejudice is true.

Time	Name	Conversation
17:59 – 18:24	Umayya	Pick it up. I said pick it up! (Bilal takes an apple). Whose apple is this?
	Bilal	It is yours, master.
	Umayya	Do you know what the different between you and this apple?
	Bilal	No different, Sir.

This sentence "do you know what is different between you and this apple" then Bilal answered "no different sir" belongs to the category of antilocution because it is with the antagonism expression thrown by Umayya when equating Bilal with a dirty apple that was thrown by Umayya in front of Bilal. This gives an "antilocution" that Bilal and dirty apples have no difference in the eyes of Umayya.

b. Avoidance

Avoidance is an act when the victim tries to stay away or avoid people who are stereotyped against the victim. Avoidance aims for the victim does not have a more severe problem than having to fight.

Time	Name	Conversation
11:35 – 13:54	Safwan's friend	The deer thinks its a lion. You better watch out.
	Safwan	You better watch out!
	Safwan's friend	I'm just kidding.
	Safwan	Shut up! Now get her!
	Ghufairah	Ahhhh!!!
	Safwan's friend	Don't move!
	Ghufairah	Please don't. Please
	Bilal	Don't ever hurt her again!
	Safwan	How dare you rule me! Give this rat a lesson!
Ghufairah	*Kneel* please forgive him, Mr. Safwan	

This gesture of shaking Ghufaira's head to Bilal shows Ghufaira's avoidance. The gestures that Ghufaira gave to Bilal who tried to fight Safwan would only add complication to the problem. Therefore, the gesture of shaking his head to Bilal indicates a warning for Bilal not to fight because it would only make the problem worse and it was better to budge. The data above that have been presented by the researcher indicate the form of avoidance. This data explained Ghufaira forbids Bilal to fight Safwan because Safwan is his master and make a worst problem.

c. Discrimination

Discrimination is the difference in attitude and treatment of individual or groups based on certain characteristics. Discrimination occurs when an individual or group are treated differently when compared to those received by other individual or groups. Briefly, the act of discrimination tries to separate, differentiate, or create some disparity to individuals or groups.

Time	Name	Conversation
11:14 – 11:48	Safwan's Friend	Safwan
	Safwan	There's a deer. A black deer.
	Safwan	Over here, slave!
	Safwan	I said come here! Stop slave! I command you!

This sentence is included in the category of discrimination because with Safwan's statement "that is a deer, a black deer" tries to discriminate against Ghufaira where black Ghufaira and Ghufaira are also slaves of Umayya (Safwan's father).

d. Physical Attack

Physical attack is an aberrant treatment which results in injury and hurt to others. Physical attack also the same meaning as persecution which is the action done intentionally to cause pain or injury to other people's bodies

Time	Name	Conversation
54:19 – 54:37	Guide	Put that slave!
	Guide	Let's get in!
	Guide	Fetter him! Suffer with Islam, apostasy! *hit Bilal*
	Umayya	Lock him down, let him rot there. No water, no foods.

The sentence and action belong to the category of physical attack stereotype because the guards fettered Bilal to empty room and did not give a food and drink for several days. Umayya words also makes a strong reason to analyze for physical attack because Umayya said "lock him down, let him rot there. No water, no foods".

with Umayya's words above that he wants to torture Bilal by locking him up for days by him being shackled and not given food and drink for days.

e. Extermination

Extermination is an action carried out by an individual or a group aimed at hurting the individual or group. This action is usually carried out by a majority against the minority. Extermination also aims not only to hurt or to torture, but they also try to kill the victim.

Time	Name	Conversation
1:20:14 – 1:20:21	Mecca Person	My son!
	Hamzah	Where are the rest of you?
	Mecca Person	There is nothing left except us

The scene of this incident is included in the category of extermination because at the time of this incident, the city of Mecca was in chaos due to the attack launched by Umayya and his soldiers. The sentence from Mecca person "there is nothing left except us" proves that Umayya's plan to kill the Muslims in the city of Mecca has been carried out and this is meant in the category of extermination.

2. Characterization of Struggle

a. Characterization through Appearance

Characterization through appearance is a character known to characterize through clothes or body from the character. Without the character starting to speak or take action, the audience already knows how the character is.

Time	Name	Conversation
1:32:35 – 1:24:47	Hamzah	Where did that come from?
	Bilal	I learn from the best.

The scene this happened when Bilal and the Islamic forces fought Umayya and his army. In this scene, Bilal and other Muslim forces wear armor and fight Umayya and his army. In this scene also shows Bilal's greatness in fighting Umayya and his army.

b. Characterization through Dialogue

Characterization through dialogue is divided into: What the speaker says, the speaker's identity, the location, and situation of the conversation, the character's identity of the speaker, the mental quality of the characters, the tone of voice, emphasis, dialect, and vocabulary of the characters.

Time	Name	Conversation
22:42 – 22:49	Bilal	You're wrong, mother. I'm a slave and I will always be a chain forever.

The scene of this incident is included in the category of characterization through dialogue because when Bilal was a child and aspired to be a great knight who could protect his mother and sister Ghufaira vanished because when he grew up, Bilal only became a slave and would always be a slave chained. This scene is suitable because of characterization through dialogue because of the character's mentality and tone of voice from characters who are not sure they can find true freedom.

c. Characterization through External Action

Characterization through external action is meant that the character tries to achieve what the character wants. Therefore, the character will do whatever will be done to achieve what is desired by the character.

Time	Name	Conversation
52:38 – 53:14	Bilal	We all born equal, we brief same air, we bleed same color. We will die and be buried in the same ground. I believe, I am free man, as you are!

The scene of this incident is included in the category of characterization through external action because with its brave actions even in front of the Meccan men (idol sellers) Bilal who at that time a slave declared himself to Umayya that he was a free man and not shackled by becoming a slave. This scene is very suitable to be included in the category of external action because of the courage in Bilal is shown to the public to be recognized as a free man.

d. Characterization through Internal Action

Characterization through internal action is action when a character has a mindset or a secret that is known only by the character without the presence of

other characters. Usually this action is through thoughts, daydreams, fears, fantasies, and illusions from the character.

Time	Name	Conversation
1:24:43 1:24:53	- Bilal	Oh Lord, Almighty and glory belong to You who has all power. we believe in You for better or worse. Because there is no power and strength except for the help of You, the Most Holy. Amen

The scene of this incident is included in the category of characterization through internal action because Bilal's prayers and expectations are very high. Bilal prayers in the heart pray that the struggle of Islam does not stop here and reclaim the city of Mecca from the infidels who made the city of Mecca as a city of idol worshippers. This scene is very suitable with characterization through internal action because Bilal's expectations are unspoken and only Bilal knows the prayer.

E. CONCLUSION

In *Bilal : A New Breed of Hero* film, it was identified that there were five categories of prejudice used by Bilal and Ghufaira in *Bilal : A New Breed of Hero* film, namely antilocution, avoidance, discrimination, physical attacks and the extermination. In the research question number one that uses the theory of prejudice in negative action, all analyzes are included in the film. The result of this research shows that extermination is the most widely used as stereotype category. This happened because many people converted to Islam in the area of Mecca which made the sale of idols in the city of Mecca which was then led by Umayya decreased dramatically.

Then in the second research question, it discusses about how Bilal as the main character who fights for his freedom is trapped by the slavery. In this case, the researcher uses the theory of Joseph M. Boggs. Characterization theory from Joseph M. Boggs defines five types of characterization, namely characterization through appearance, character through dialogue, characterization through external action and characterization through internal action. However, in Bilal's struggle for freedom, researcher only obtained four of the five types which have been previously described in Chapter IV. What did not exist in the research was the characterization through other characters because in the film, there is no scene that shows the characterization through other characters towards Bilal.

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